



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 325181

Schedule Dates 10/23/12-10/29/12
Advertiser Pol/B Obama/D/Pre/US (16256)
Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand 1537/OBAMA FOR AMERICA (134149)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 95/101/1537
Account Types National/Political
Billing Type Standard
Comments OBAMA FOR AMERICA

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Date Entered 08/02/12
Last Modified 08/02/12
Entered By Jill Hipsknd
CO-OP No
Headline # 06260361
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$20,240.25
Net Total \$114,694.75
Sales Tax

Charlotte (WSOC)

By Broadcast Month
Oct. 2012 \$111,975.00
Nov. 2012 \$22,960.00
Grand Total: \$134,935.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5A- 6A (EST)	6		X	X	X	X			6	\$375.00	\$2,250.00	Charlotte (WSOC)		8/2/12
2.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	6A- 7A (EST)	6		X	X	X	X			6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/2/12
3.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7A- 9A (EST)			4	4	4	4			16	\$700.00	\$11,200.00	Charlotte (WSOC)		8/2/12
4.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	6A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		8/2/12
5.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	8A- 9A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)		8/2/12
6.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	6A- 8A (EST)								1	1	\$250.00	\$250.00	Charlotte (WSOC)		8/2/12
7.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	8A- 9A (EST)								1	1	\$450.00	\$450.00	Charlotte (WSOC)		8/2/12
8.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	9A- 10A (EST)	4	X	X	X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
9.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	10A- 11A (EST)	4	X	X	X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
10.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	11A- 12P (EST)	4	X	X	X	X	X			4	\$325.00	\$1,300.00	Charlotte (WSOC)		8/2/12
11.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	12P- 1P (EST)	4	X	X	X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
12.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	12P- 12:30P (EST)							1		1	\$200.00	\$200.00	Charlotte (WSOC)		8/2/12
13.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	12P- 12:30P (EST)								1	1	\$200.00	\$200.00	Charlotte (WSOC)		8/2/12
14.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	3P- 4P (EST)	3	X	X	X	X	X			3	\$265.00	\$795.00	Charlotte (WSOC)		8/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Washington, DC 20007

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10/23/12-10/29/12

Advertiser

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Agency

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Product

Political - Federal Candidate (1067)

Brand

1537/OBAMA FOR AMERICA (134149)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

BASSETT, LAURA

Phone/Fax

/

CPE

95/101/1537

Account Types

National/Political

Billing Type

Standard

Comments

OBAMA FOR AMERICA

Date Entered

08/02/12

Last Modified

08/02/12

Entered By

Jill Hipskind

CO-OP

No

Headline

06260361

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$20,240.25

Net Total

\$114,694.75

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012 \$111,975.00

Nov. 2012 \$22,960.00

Grand Total: \$134,935.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	4P- 5P (EST)	4		X	X	X	X			4	\$600.00	\$2,400.00	Charlotte (WSOC)		8/2/12
16.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5P- 5:30P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
17.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5:30P- 6P (EST)	4		X	X	X	X			4	\$750.00	\$3,000.00	Charlotte (WSOC)		8/2/12
18.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	6P- 6:30P (EST)	6		X	X	X	X			6	\$900.00	\$5,400.00	Charlotte (WSOC)		8/2/12
19.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	6P- 6:30P (EST)							1		1	\$390.00	\$390.00	Charlotte (WSOC)		8/2/12
20.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	6P- 6:30P (EST)							1		1	\$925.00	\$925.00	Charlotte (WSOC)		8/2/12
21.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7P- 7:30P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
22.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7:30P- 7:56P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
23.0	Normal Line / Spot	10/23/12-10/28/12	6	:30	11P- 11:35P (EST)	6		X	X	X	X	X		6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/2/12
24.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	11:35P- 12:02A (EST)	4		X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		8/2/12
25.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	8P- 10P (EST)		2							2	\$4,800.00	\$9,600.00	Charlotte (WSOC)		8/2/12
26.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10P- 11P (EST)		1							1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/2/12
27.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	9P- 10P (EST)			2						2	\$6,000.00	\$12,000.00	Charlotte (WSOC)		8/2/12
28.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	10P- 11P (EST)			1						1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/2/12

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OBAMA FOR AMERICA

08/02/12

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Jill Hipskind

CO-OP

Headline #

06260361

Demo

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Package Deal

Commission %

15.00

Commission

\$20,240.25

Net Total

\$114,694.75

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012 108

Nov. 2012 20

Grand Total: 128

Rate

\$111,975.00

\$22,960.00

\$134,935.00

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29.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	8:30P- 9P (EST)				1					1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/2/12
30.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	9P- 9:30P (EST)				1					1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		8/2/12
31.0	Normal Line / Spot	10/24/12-10/24/12	6	:30	10P- 11P (EST)				1					1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/2/12
32.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	8P- 9P (EST)					1				1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		8/2/12
33.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	9P- 10P (EST)					1				1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		8/2/12
34.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	10P- 11P (EST)					1				1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		8/2/12
35.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	8P- 9P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		8/2/12
36.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	9P- 10P (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/2/12
37.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	10P- 11P (EST)						1			1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		8/2/12
38.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	7P- 8P (EST)							1		1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/2/12
39.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	8P- 9P (EST)								1	1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/2/12
40.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	9P- 10P (EST)								1	1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		8/2/12
41.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5A- 6A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)		8/2/12
42.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6A- 7A (EST)									1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12

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43.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	7A- 9A (EST)	1	4							4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
44.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	9A- 10A (EST)	1	X							1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
45.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10A- 11A (EST)	1	X							1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
46.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10:58A- 12P (EST)	1	X							1	\$325.00	\$325.00	Charlotte (WSOC)		8/2/12
47.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	12P- 1P (EST)	1	X							1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
48.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5P- 5:30P (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12
49.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5:30P- 6P (EST)	1	X							1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12
50.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	11P- 11:35P (EST)	1	X							1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12
51.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	11:35P- 12:02A (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		8/2/12
52.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	12:05A- 12:35A (EST)	2					X			2	\$375.00	\$750.00	Charlotte (WSOC)		8/2/12
53.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6P- 6:30P (EST)	1	X							1	\$900.00	\$900.00	Charlotte (WSOC)		8/2/12
54.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6:58P- 7:30P (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12
55.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	7:30P- 7:56P (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12

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Date:

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HARRIS REPORT FROM REP
AUG1/12 14.59
*** WSOC-TV ***

91
AUG1/12 14.59
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	:	:	:	:	:	:	DATE	DATE	:	:	:	:
3			700A-900A	30		\$700.00	10/23	10/29	20		TU-F,M	20
PROGRAM : GD MRN AMR-ABC												
4			600A-800A	30		\$225.00	10/27	10/27	1		SAT	1
PROGRAM : EYE NW SA MRN1/EYE NW SA MRN2												
5			800A-900A	30		\$400.00	10/27	10/27	1		SAT	1
PROGRAM : GD MRN-SAT-ABC												
6			600A-800A	30		\$250.00	10/28	10/28	1		SUN	1
PROGRAM : EARLY MORNING												
7			800A-900A	30		\$450.00	10/28	10/28	1		SUN	1
PROGRAM : EARLY MORNING												
8			900A-1000A	30		\$245.00	10/23	10/29	5		TU-F,M	5
PROGRAM : LIVE WTH KELLY												
9			1000A-1100A	30		\$245.00	10/23	10/29	5		TU-F,M	5
PROGRAM : DR. PHIL												
10			1100A-1200N	30		\$325.00	10/23	10/29	5		TU-F,M	5
PROGRAM : VIEW-ABC												
11			1200N-100P	30		\$245.00	10/23	10/29	5		TU-F,M	5
PROGRAM : EYEWIT MIDDAY												
12			1200N-1230P	30		\$200.00	10/27	10/27	1		SAT	1
PROGRAM : EYEWIT MDDY SA												
13			1200N-1230P	30		\$200.00	10/28	10/28	1		SUN	1
PROGRAM : AVG. ALL WKS												
14			300P-400P	30		\$265.00	10/23	10/29	3		TU-F,M	3
PROGRAM : GENRL HOSPITAL												

01 AUG1/12 14.59 *** WSOC-TV ***

01 AUG1/12 14.59 *** WSOC-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE	:START	:END	:SPTS:	WEEK	:DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	:DATE	:DATE	: /WK:	:INVT	:	:SPTS:
15			400P-500P	30		\$600.00	10/23	10/29	4		TU-F,M	4
PROGRAM : DR. OZ												
16			500P-530P	30		\$700.00	10/23	10/29	5		TU-F,M	5
PROGRAM : EYEWIT NWS 5												
17			530P-600P	30		\$750.00	10/23	10/29	5		TU-F,M	5
PROGRAM : EYEWIT NWS5.30												
18			600P-630P	30		\$900.00	10/23	10/29	7		TU-F,M	7
PROGRAM : EYEWIT NWS 6												
19			600P-630P	30		\$390.00	10/27	10/27	1		SAT	1
PROGRAM : EYE NWS SAT 6												
20			600P-630P	30		\$925.00	10/28	10/28	1		SUN	1
PROGRAM : EARLY NEWS												
21			700P-730P	30		\$700.00	10/23	10/29	5		TU-F,M	5
PROGRAM : INSIDE EDITION												
22			730P-800P	30		\$700.00	10/23	10/29	5		TU-F,M	5
PROGRAM : ENT TONIGHT 30												
23			1100P-1135P	30		\$750.00	10/23	10/29	7		TU-M	7
PROGRAM : VARIOUS												
24			1135P-1202A	30		\$375.00	10/23	10/29	7		TU-F,M	7
PROGRAM : ABC-NITELINE<												
25			800P-1000P	30		\$4,800.00	10/29	10/29	2		MON	2
PROGRAM : DANCNG-STR-ABC												
26			1000P-1100P	30		\$3,500.00	10/29	10/29	1		MON	1
PROGRAM : CASTLE												

91
AUG1/12 14.59
*** WSOC-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
39			800P-900P	30		\$4,500.00	10/28	10/28	1		SUN	1
PROGRAM : ONCE UPON A TIME												
40			900P-1000P	30		\$5,000.00	10/28	10/28	1		SUN	1
PROGRAM : REVENGE												
OCT/12	121835.00		NOV/12	13100.00								
											CONTRACT TOTAL	134935.00
											TOTAL SPOTS	128

MARKET TOTALS \$313,802

WSOC 43%

WJZY 2%

WCCB 10%

WCNC 15%

WMTT 2%

WBTV 26%

WAXN 2%

CABL 0%

SVC- NSI

DEMOS- RA35+*